

**IN THE CLAIMS**

1-27. (Cancelled)

28. (Currently Amended) A method, comprising:

offering to provide content including at least one program over a data-network from a content provider to a user;

prompting the user proximate to the beginning of each program, on a program-by-program basis, to choose an option of whether or not the user wishes to view advertising with that program;

providing each program to the user, based on the received option; and

~~if the user elects to view advertising with the program, receiving no choice compensation from the user;~~

~~if the user elects to not view advertising with the program, receiving a choice compensation from the user in response to the user electing to not view advertising with the program,~~ wherein the choice compensation is based at least in part on:

~~supply of and demand for each user depending on demographics of the user; or~~

~~a ratings of the content being supplied; or~~

~~a combination thereof.~~

29.(Previously Presented) The method of claim 28, wherein the content comprises digital content.

30. (Currently Amended) The method of claim 28, wherein the ~~data~~-network comprises a content display device, or a communication layer, or a choice compensation module, or a content module, or any combination thereof.

31. (Previously Presented) The method of claim 28, wherein the content is displayed on a device including an intelligent television, or a computer, or a personal digital assistant, or a cellular telephone, or any combination thereof.

32. (Previously Presented) The method of claim 28, wherein the user can elect to receive advertising other than advertising which interrupts the program.

33. (Cancelled)

34. (Previously Presented) The method of claim 28, wherein the content comprises visual content including video.

35. (Currently Amended) The method of claim 28, wherein the user transmits the option over the ~~data~~-network to the content provider.

36. (Previously Presented) The method of claim 28, wherein the choice compensation is a fee payable to the content provider by the user.

37. (Previously Presented) The method of claim 28, wherein the advertising is embedded in at least one program.

38. (Previously Presented) The method of claim 28, wherein the user comprises a subscribing individual user or a subscribing user household.

39. (Previously Presented) The method of claim 28, wherein the content comprises audio content.

40. (Currently Amended) A system, comprising:  
a content server adapted to be in communication with a content display device, the content server being capable of:

offering to provide content including at least two programs to the user over a data-network;  
prompting the user proximate to the beginning of each program, on a program-by-program basis, to choose an option of whether or not the user wishes to view advertising with that program;  
providing each program to the user based on the received option; and

~~if the user elects to view advertising with the program, receiving no choice compensation from the user;~~

~~if the user elects to not view advertising, receiving a choice compensation from the user in response to the user electing to not view advertising, wherein the choice compensation is based at least in part on:~~

~~supply and demand per user depending on demographics of the user; or  
a ratings of the content being supplied; or~~

~~a combination thereof.~~

41. (Previously Presented) The system of claim 40, wherein the content includes digital content.

42. (Previously Presented) The system of claim 40, wherein the content comprises visual content including video.

43. (Previously Presented) The system of claim 40, wherein the content includes audio content.

44. (Currently Amended) The system of claim 40, wherein the ~~data-network~~ comprises a content display device, or a communication layer, or a choice compensation module, or a content module, or any combination thereof.

45. (Currently Amended) A machine readable medium having stored thereon instructions that, when executed by a machine, result in the following:

offering to provide content including at least two programs over a ~~data-network~~ from a content provider to a user;

prompting the user proximate to the beginning of each program, on a program-by-program basis, to choose an option of whether or not the user wishes to view advertising with that program;

providing each program to the user based on the received option; and

~~if the user elects to view advertising with the program, receiving no choice compensation~~

~~from the user;~~

~~if the user elects to not view advertising, receiving a choice compensation from the user in response to the user electing to not view advertising, wherein the choice compensation is based at least in part on:~~

~~supply and demand per user depending on demographics of the user; or  
a ratings of the content being supplied; or  
a combination thereof.~~

46. (Previously Presented) The machine readable medium of claim 45, wherein the choice compensation is a fee payable to the content provider by the user.

47. (Previously Presented) The machine readable medium of claim 45, wherein the user comprises a subscribing individual user or a subscribing user household.

48-49. (Cancelled)

50. (Previously Presented) The method of Claim 40, wherein the content is displayed on a device including an intelligent television, or a computer, or a personal digital assistant, or a cellular telephone, or any combination thereof.

51. (Previously Presented) The method of claim 40, wherein the user can elect to receive advertising other than advertising which interrupts the program.

52. (Currently Amended) The method of claim 40, wherein the user transmits the option over the ~~data~~-network to the content provider.

53. (Previously Presented) The method of claim 40, wherein the choice compensation is a fee payable to the content provider by the user.

54. (Previously Presented) The method of claim 40, wherein the user comprises a subscribing individual user or a subscribing user household.

55. (Previously Presented) The machine readable medium of claim 45, wherein the content includes digital content.

56. (Previously Presented) The machine readable medium of claim 45, wherein the content comprises visual content including video.

57. (Previously Presented) The machine readable medium of claim 45, wherein the content includes audio content.

58. (Currently Amended) The machine readable medium of claim 45, wherein the ~~data~~ network comprises a content display device, or a communication layer, or a choice compensation module, or a content module, or any combination thereof.

59. (Previously Presented) The method of claim 40, wherein the advertising is embedded in at least one program.

60. (Previously Presented) The machine readable medium of claim 45, wherein the advertising is embedded in at least one program.

61. (Previously Presented) The machine readable medium of claim 45, wherein the content is displayed on a device including an intelligent television, or a computer; or a personal digital assistant, or a cellular telephone, or any combination thereof.

62. (Previously Presented) The machine readable medium of claim 45, wherein the user can elect to receive advertising other than advertising which interrupts the program.

63. (Currently Amended) The machine readable medium of claim 45, wherein the user transmits the option over the data-network to the content provider.

64. (Currently Amended) The system of claim 28, wherein the choice compensation is determined based also on demographics of the user content offered.

65. (Currently Amended) The method of claim 40, wherein the choice compensation is determined based also on demographics of the user content offered.

66. (Currently Amended) The machine readable medium of claim 45, wherein the choice compensation is determined based also on demographics of the user ~~content offered~~.